

LEO BURNETT U.S.A.

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Ad No. 124—Artist (National Pack)—Reg. No. 57974—1 page—4 color—(10" x 12 1/2")—Newspaper Supplements, 1974 (3)

Product: C.A.A.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.



1. French impressionist August Tonne used a cigarette holder to brush up his image. It also gave him clearer taste.



2. No need for a cigarette holder today. Parliament's filter is recessed away from your lips, so you taste only the rich, clean tobacco flavor. Our contribution to the art of smoking.



King: 15 mg "tar," 0.9 mg nicotine av.
100's: 11 mg "tar," 0.7 mg nicotine av.
per cigarette, FTC Report May '74

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

